



FOR IMMEDIATE RELEASE

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MediaMax Network Announces Enhanced Suite of Digital Capabilities

MAXDigital empowers marketers, both large and small, to embrace local advertising opportunities beyond print

October 26, 2016 – Valhalla, NY – MediaMax Network (MMN), the leading provider of local advertising solutions, announces significant enhancements to the company’s digital marketing portfolio—MAXDigital—for omnichannel interaction and digital advertising integration. The media landscape continues to evolve rapidly and MMN recognizes that targeted audiences are the currency of digital marketing. The company’s expertise in reaching audiences in hundreds of local markets is now strategically translated beyond print, helping marketers hyper-target their audiences in real-time.

“Media buying has become increasingly difficult. While solutions have expanded, budgets sometimes remain the same, and ROI is mandatory”, stated Maribel Adams, Director of Digital Solutions at MediaMax Network. “Being able to integrate best-in-class digital media solutions with our local print advertising programs allows marketers to save time and money...and ultimately, drive the best results.”

MAXDigital delivers a full suite of capabilities, including:

- Condé Nast digital programs
- Meredith digital programs
- Premium sites, including People, Fortune, Real Simple, Elle Décor, Esquire, and more
- Targeted display, mobile & video/programmatic
- Newsletter display
- Streaming radio with Pandora
- Native high-impact video
- Streaming TV with Hulu and Connected TV

“According to our [Neuroscience eBook](#), advertisers will need to reevaluate where they are placing their advertising dollars and what type of advertising is suitable to the way in which readers interact with the different media. Finding an integrated balance that will ultimately reinforce one another is critical”, said Eric Siles, Chief Strategy Officer at MediaMax Network. “According to eMarketer, digital ad spending will increase 15.4% this year, to \$68.82 billion and we want to be the digital advertising partner to which local marketers turn. We have seen unprecedented growth in digital revenue in the past year and we look forward to driving new digital and data partnerships as we move forward.”

For more information, please contact Maribel Adams at madams@mediamaxnetwork.com or 914.468.8408.

About MediaMax Network

Founded in 2003, MediaMax Network partners with the world’s leading media and digital marketing companies to provide geo-targeted print, data, and digital advertising solutions in hundreds of local markets throughout the U.S. and Canada. As the exclusive local advertising partner of Condé Nast, MMN delivers integrated local ad programs to more than 1,000 clients across a wide range of vertical markets including financial services, travel, healthcare, professional services, and more. www.mediamaxnetwork.com

About Condé Nast

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 100 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World and Teen Vogue.

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